Communications Planning Tool

Step 1: Develop the Message

Guidelines for developing your message:

- The message is clear and consistent.
- The message is a part of all communication that emanates from the group.
- The message reflects the passion of coalition members.
- The message reflects a problem that will engage all members of the community.
- Personal anecdotes are part of the message.

Summarize the group's media message, making sure that it reflects the above guidelines:

Does the message:
__ Command attention?
__ Cater to the heart and the head?
__ Call others to action?
__ Clarify the message?
__ Communicate a benefit?
__ Create trust?
__ Convey a consistent message?

Step 2: Know Your Audience

Consider how your community's media covers the news:

- Is it conservative or aggressive?
- Is it primarily proactive or reactive?
- Is there a group message tailored for both types of news?
- How do they differ?

Step 3: Develop Media Strategies

Where should the message go? Develop a list of media contacts:

Television Stations:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Print Media:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Radio:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Step 4: Consider Non-Media Communication

Type of Venue	Notes on Suitability for our Group	Date Initiated / Notes on Success
Posters		
E-mail campaign		
Pamphlets		
Newsletters		
Stickers		
Cinema spots		
Calendars		
Billboards		
Booklets		
Town meetings		
Entertainment events		
Sports activities		
Stamps/bumper stickers		
Exhibits/displays		
Presentations		
Red Ribbon activities		
Signature events		